3 pp.

RJ Reynolds Tobacco Company

D. P. FITZGERALD
Area Manager - Operations
Winston-Salem, NC 27102
910-741-2053

SENT VIA FAX
October 29, 1997

TO:

Rich Kane	Bill Roth
Mark Young	Peter Schmidt
Jay Loftin	Larry Poole
Jim Piscitelli	

Subject: **P.M. Promotional Plan**

Attached you will find an outline of P.M.'s promotional plan for the 2nd half of 1997 and the first half of 1998. This information should be considered **highly confidential and should not be copied or distributed to your people**. It is being provided to assist you in the development of your 1998 Tactical Plan by giving you some insight to the planned activity of our primary competitor.

As most of you are aware, P.M. will be introducing Marlboro Ultra Lts. and Basic Box 100's during February, 1998. We discussed the Doral Box 100's push during our recent meeting here in Winston-Salem, so this initiative should be underway. Since the Winston relaunch, we have expanded the distribution of the Ultra Lts. Box styles to approximately 60% on an Area basis, with shipments of these styles being up 150% versus 96. Key to our defense of the Marlboro Ultra Lt. introduction, will be our continued expansion of Winston Ultra Lt. Box distribution, and placement of temporary displays to feature these styles. As we also discussed during our meeting, Winston is in the process of producing a temporary 20 pack display for the Ultra Lts., which should be available the last week in November or the first week in December. Until these displays are available, you should continue to utilize generic displays with the Winston Ultra Lt. riser cards which are available for open order.

Hopefully, by taking advantage of the existing opportunities for these styles, we can minimize any share impact to RJR by P.M.'s introductions.

Call if you have any questions.

Don

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Attachment

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PM USA MONTHLY SALES PLAN - 1997

JULY, 1997	AUGUST 1997	SEPTEMBER 1997
Marlboro 20¢ off pk (5/25 - 7/6 cont.) Marlboro B4 ctns G1 ctn F (Mega Outlets) Marlboro Free Cap w/3 pks (Race Area) Marlboro Menthol Free Bottle Opener w/2 pks Marlboro B4G1F pk (7/21 - 8/17) Parliament 50¢ off 2 pks Basic 20¢ off pk (5/26 - 7/6 cont.) Basic 20¢ off pk (7/21 - 8/17) Basic Menthol B2G1F Basic Box B2G1F Basic B2G1F - SOS/NRM Basic Big Catch Sweepstakes at Retail Cambridge B3G2F	Marlboro B4G1F pk (7/21 - 8/17 cont.) Marlboro Free Cap w/3 pks (Race Area) Basic 20¢ off pk (7/21 - 8/17 cont.) Basic B2G1F - SOS/NRM (cont.) Cambridge B3G2F (cont.) Special opty Stores - Hispanic - Menthol - Etc. NRM Non Retail Markets	Marlboro 20¢ off pk (8/25 - 9/28) Marlboro Free Cap w/3 pks (Race Area) B&H B2G1F (Galleria Catalog) B&H - B1G½F Carton (Galleria Catalog) VS B2G1F (Out of Ordinary Catalog) VS B1G½F Carton (Out of Ordinary Catalog) Basic B2G1F (Bounceback for carton, lantern/radio, jacket) Basic B1G½F carton Merit B2G1F (Awards IV Catalog) Merit B1G½F carton (Awards IV Catalog)
OCTOBER, 1997	**NOVEMBER 1997**	**DECEMBER, 1997**
Marlboro B4G1F (Cube) Basic 20¢/$2 off pk (9/29 - 10/26) Basic - B2G1F (NRM)	Marlboro M B2G1F (R1, 2, 5, mil.) and Spanish (R1, 2, 4) V. Slims B2G1F V. Slims CD w/2 pks V. Slims B1G½F carton Merit Ice Scraper w/2 pks B&H B2G1F (NM & M) Parliament B2G1F (BB Freezer Mug) Basic Buy 8 pks get 2 pks free Basic B2G1F (National, Box, Menthol) Cambridge B3G2F	Marlboro 20¢/$2 (12/1/97 - 1/25/98) Basic 20¢/$2 (11/24 - 1/25/98) Basic B2G1F

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PM USA MONTHLY SALES PLAN - 1998

JANUARY 1998	FEBRUARY 1998	MARCH 1998
Marlboro 20¢ off pack/$2 off carton (runs through 1/25) Marlboro Unlimited Gear Catalog Marlboro Van Program (Select Markets) B&H B2G CD Case - Pack (Select Markets) Basic 20¢ off pack/$2 off carton (runs through 1/25) Basic - NRM • B8G2F • B2G1F Parliament B2G Deck of Playing Cards (Select Markets)	Marlboro Ultra Lights Introduction • Retail Coverage begins 1/26 Merit B2G1F with Sweeps Overlay - Pack • Promotion runs 1/19 - 2/15 VS B2G1F with Hawaiian Sweeps - Pack • Promotion runs 1/19 - 2/15 Basic Box 100's Introduction • Retail Coverage begins 1/26 Basic - National • B8G2F • B2G1F Marlboro Unlimited Gear Catalog Marlboro Van	Marlboro 20¢ off pack/$2 off carton (RM) • 3 weeks + 1 Flex Marlboro B4G1F - Pack (NRM) Marlboro B2G1F - Pack (Metro) B&H B2G1F Menthol (Metro) - Pack VS B2G a Lighter (Metro) - Pack Basic 20¢ off pack/$2 off carton (RM/NRM) • 4 weeks Cambridge B8G2F (Key Markets) Cambridge B3G2F (Select Markets) Marlboro Unlimited Gear Catalog Marlboro Van
APRIL 1998	**MAY 1998**	**JUNE 1998**
Marlboro B4G1F pack (RM/NRM) Marlboro B4G1F carton (RM/NRM) Marlboro B2G Lighter-Pack (Metro) Basic - National • B8G2F - Carton • B2G1F - Pack Marlboro Unlimited Gear Catalog Marlboro Van	Marlboro Menthol B2G1F - Pack (Select Markets) Marlboro Menthol 100's FF Box Launch B&H B2G1F - Pack (Select Markets) B&H B2G1F - Pack (Metro) Merit B2G1F - Pack (Select Markets) VS B2G1F - Pack (Select Markets) VS B2G1F - Pack (Metro) Marlboro 20¢ off pack/$2 off carton (1 week) Basic 20¢ off pack/$2 off carton (RM - 1 week) Marlboro Unlimited Gear Catalog Marlboro Van	Marlboro 20¢ off pack/$2 off carton (RM) • 3 weeks + 2 Flex - Begins last week of May Marlboro B4G1F - Pack (NRM) Marlboro B2G1F - Pack (Metro) Basic 20¢ off pack/$2 off carton (RM - 5 weeks) Basic - NRM • B8G2F • B2G1F Cambridge B8G2F (Key Markets) Cambridge B3G2F (Select Markets) Marlboro Unlimited Gear Catalog Marlboro Van

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